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EXAMINER MELANIE A. KEMMER TC/A.U.: 3622From: X Jeff Proehl Mark Ekse Robert K. Huck
 Stephanie Voigt Cheryl Edbom OtherRE: Appln. No. 09/472,644 Filing Date: 12/27/1999 Applicant: K. THOMAS
RESPONSE UNDER 37 C.F.R. 1.16Total Number of Pages (Including cover sheet): 14 (Please call us as soon as possible if you do not receive all pages).Certificate of Transmission

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Appln. No. 09/472,666
Reply to: Final Office Action of October 28, 2004
Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

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**RESPONSE UNDER 37 CFR 1.116
Expedited Procedure--Examining Group Art Unit 2839**

Attorney's Docket No. 25-0030
Client's Docket No. P1948US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: KEITH C. THOMAS
Serial No.: 09/472,666
Filed: December 27, 1999
Art Unit: 3622
Examiner: Melanie A. Kemper

Title: METHOD AND MEDIA FOR VIRTUAL
PRODUCT PLACEMENT

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

RESPONSE UNDER 1.116
Expedited Procedure--Examining Group Art Unit 2839

Sir:

In response to the Final Action mailed October 28, 2004, and in order to place this case in condition for immediate allowance or in better form for appeal, applicant hereby requests the entry of the following amendment to the application:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper

Amendments to the Drawings: None.

Remarks/Arguments begin on page 10 of this paper.